



## PRESS RELEASE

Contact: Karla Ruzicka

National Training Section/Seafood Inspection Program  
(978) 281-9269

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### SEAFOOD SPLASH COURSE FOR SUPERMARKETS

Seafood sourcing, product quality, retail HACCP, promotion and profitability are just a few of the topics covered at a fast-paced three-day Seafood Splash Course offered recently for retailers by the U.S. Department of Commerce Seafood Inspection Program's National Training Section.



"The course and the instructors were excellent," said James Williamson of Wakefern Food Corporation, the distribution arm of ShopRite Supermarkets. "I learned a lot about seafood that I didn't know... even watching the unloading of a boat right at the dock was great."

Instructors and students start early and work late during the intensive workshop designed to acquaint retailers with every aspect of the global seafood market. Participants attend the new display auction in Gloucester, tour fresh and frozen seafood plants, prepare an elegant 3-course seafood meal, and attend lectures from a wide array of instructors about aquaculture, safety, sourcing and more. Students also participate in the new seafood sensory session run by USDC's expert staff.

"I enjoyed it immensely...the sensory evaluation instruction made me more aware of seafood conditions and I recommend it to anyone," said one recent Splash course graduate from Shop Rite Supermarkets in Connecticut.

The Splash Course covers everything starting from how to judge a product at delivery through in-store handling techniques to temperature and shrink control, and marketing. In addition, the National Training Section's (NTS) Chief Karla Ruzicka points out that customized Splash Courses can be tailored for certain businesses and conducted at or near their facility. The NTS has provided 1-3 day customized programs for groups all over the Northeast as well as across the country.

"We conduct customized programs for all kinds of seafood businesses, not just retailers, but processors and foodservice personnel as well. We can even

provide vessel owners with custom programs that emphasize quality at sea and sanitation methods. Any of these can include some HACCP training too," Ruzicka said.

The NTS has conducted intensive training workshops for thousands of personnel over the past seven years in the Hazard Analysis Critical Control Point systems management technique and voluntary inspection program, ever since the HACCP service was launched by the USDC's Seafood Inspection Program. NTS staff administer the USDC HACCP test at the end of the workshops and those who pass the test become HACCP certified.

For information about any NTS workshop, write Karla Ruzicka at USDC/NOAA National Training Section, 11-15 Parker Street, Gloucester, MA 01930, phone (978) 281-9269, or e-mail to [Karla.Ruzicka@noaa.gov](mailto:Karla.Ruzicka@noaa.gov).

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